

# DMHMRSAS

Commonwealth of Virginia Department of  
Mental Health, Mental Retardation  
and Substance Abuse Services

## WORKFORCE & CULTURAL COMPETENCY CONFERENCE “ENVISION THE POSSIBILITIES”

### Keynote Synopsis

#### ***A Market-Based Approach to Cultural Competence***

**Keynote Speaker: Mr. King Davis, Ph.D.**

This presentation will define cultural competence in marketing terms, provide a rationale for its use, and show how such an approach helps to increase the quality of care and lower costs. Data from Virginia will be used to highlight existing disparities in service utilization and the impact on costs. Approaches to implementing cultural competence will be described and barriers to successful implementation will be identified.

October 24, 2007

10:30 a.m. to 12:00 p.m.

#### ***Inclusion By Design: Developing and Sustaining Culturally and Linguistically Competent Organizations. What Does It Really Take?***

**Keynote Speaker: Ms. Rachel Garcia Guerrero, LCSW**

The California State Department of Mental Health has engaged in a statewide effort to transform the state and community mental health system so that it more effectively addresses the mental health needs of California's diverse communities, reduces disparities, improves access, improve appropriateness of care, better engages voices of multicultural communities, and seeks improved outcomes. Sharing lessons learned.

October 25, 2007

9:30 a.m. to 10:30 a.m.

#### ***“I’ve Always Looked Up to Giraffes”***

**Keynote Luncheon Speaker: Mr. Hugh F. Gouldthorpe, Jr.**

Mr. Gouldthorpe is the author of *I’ve Always Looked Up to Giraffes* and *How To Make a Giraffe Smile*, books that focus on leaders and organizations that stand head and shoulders above the crowd.

October 25, 2007

12:00 p.m. to 1:30 p.m.

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### Concurrent Session Synopses

#### ***Cultural Competency Makes Economic Sense, Looking Through the Lens of a Private Healthcare Company***

**Presenter:** Olivia J. Garland, Ph.D.

Most people intellectually understand that Cultural Competency is advantageous in a forward thinking company or organization that values talent and diversity. Private healthcare organizations, however, have more to consider than just intellectual advantages. The ability to provide quality healthcare to a continuing diverse population can mean the difference between a robust bottom line and treading water financially. This workshop will explore the questions and answers about the value of ensuring cultural competency in a private healthcare organization: What does cultural competency look like? What kinds of plans are necessary to ensure achievement of a culturally competent environment? What is the economic rationale for cultural competence? Is there a model for building cultural competency in healthcare?

1:30 p.m., 3:00 p.m., 10:45 a.m.

#### ***Topic To Be Announced***

**Presenter:** Dr. D. J. Ida

1:30 p.m., 3:00 p.m., 10:45 a.m.

#### ***Cultural and Linguistic Competence Self & Organizational Assessment: An Essential Step in the Journey***

**Presenter:** Vivian H. Jackson, ACSW

The achievement of cultural and linguistic competence requires several steps. One of those steps is self-assessment in which the individual or the organization takes time to understand its challenges and resources to promote and advance cultural and linguistic competence. This session will provide an overview of the assessment process at both the organizational and individual level. It will introduce participants to specific strategies and tools for an assessment process. The session will include an opportunity to sample one such tool.

1:30 p.m., 3:00 p.m., October 24, 2007 only.

***How Diverse Is Our System Today?*****Presenter: Allen Lewis, Ph.D., CRC**

This session is designed to have participants gain an understanding of the beginning capacity of the Virginia DMHMRAS system to fully embrace cultural competence as a system value and ultimately as an operational principle. Session participants will gain that understanding through a data-driven profile of the cultural diversity that currently exists in the system workforce and among system customers. The current data profile will constitute a baseline starting point for more development in this area in the future.

1:30 p.m., 3:00 p.m., 10:45 a.m.

***Using The College of Direct Support (CDS) to Support Diversity and Improve Cultural Competence*****Presenter: Susan N. O'Neill**

The College of Direct Support (CDS) is an online, self-paced, multimedia training resource that is available via the Web. Over 6000 Virginians have used the CDS to learn how to provide better services to people with disabilities and their families. Access to the CDS has recently been increased in Virginia. One of the many courses covering critical topics in the CDS is a course on Cultural Competence. Come learn more about the CDS in general and get specific information about how to use the Cultural Competence course to support a diverse workforce and provide culturally competent supports to people seeking services.

1:30 p.m., 3:00 p.m., 10:45 a.m.

***Improve Your Cultural EQ Smarts: Emotional Intelligence Skills*****Presenter: Deborah Roberts, Ph.D.**

This lively, interactive session will show how Emotional Intelligence (EQ) Skills are key to your professional success, especially in a multi-cultural world. Learn Daniel Goleman's EQ Model. Gain practitioner insights on the core EQ skills of self-awareness, social awareness, and relationship skills to increase your cross-cultural effectiveness.

1:30 p.m., 3:00 p.m., October 24, 2007 only.

***Embracing An Immigrant Workforce*****Presenter: Wendy Sokol**

SOREO is a Tucson, Arizona based company that currently provides in-home supports to approximately 650 people with disabilities. 33.5 % of these people's preferred language is not English. We successfully employ a large immigrant workforce to support the needs and preferences of these individuals and their families. 62 % of our Direct Support Professionals (DSP's) are people who have immigrated to the U.S.A. 53% of management and administration have also immigrated. How did SOREO carve out this niche and what were the challenges, barriers and celebrations?

1:30 p.m., October 24, 2007; 10:45 a.m., October 25, 2007

***Career Pathway Development for Direct Support Professional***

**Presenter: Gloria Westerman**

This session will focus on the collaborative efforts between DMHMRSAS, College of Direct Support, Virginia Community College System (VCCS) and John Tyler Community College to develop and credential an incumbent workforce. The concept of “grow your own” career pathway offers articulation, work-based learning and incentives to continue programs of study at the postsecondary level. Partnerships with other state agencies and the incorporation of the Career Readiness Certificate will also be emphasized.

3:00 p.m., October 24, 2007; 10:45 a.m., October 25, 2007

***Managing A Diverse Workforce With Perspectives From Employee Stakeholders***

**Presenters: Blue Wooldridge, DPA, Sadie Spence, Celeen Robinson-Walsh, Hamnet Dixon, Charles Adu-Gyamfi, Victor Appiah, Tsigereda Ghebretinsae, Sidi Sheriff.**

This interactive session will focus on the contributions a diversified work force can make to organizational performance, and strategies for integrating a diversified workforce into a high performance organization. Learn from employees through this panel discussion the culture change they encountered from music, food, language, policies, dress, and work environment!

1:30 p.m., 3:00 p.m., 10:45 a.m.

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### ABOUT THE PRESENTERS

**King Davis, Ph.D.**, Executive Director of Hogg Foundation for Mental Health and Robert Lee Sutherland Chair in Mental Health, School of Social Work-The University of Texas at Austin

Dr. King Davis is a former commissioner (1990-1994) of the Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services and is also a professor emeriti at Virginia Commonwealth University. Currently, he is Executive Director of the Hogg Foundation for Mental Health and professor of mental health policy at the University of Texas at Austin. He has conducted workshops, lectured, and conducted research in cultural competence for close to 25 years. His most recent book is titled, *The Color of Social Policy*.

**Rachel Garcia Guerrero, LCSW**, Chief of the Office of Multicultural Services,  
California State Department of Mental Health

Ms. Guerrero is a Chicana, bi-lingual, bi-cultural, licensed Clinical Social Worker. She has statewide leadership responsibility for developing culturally and linguistically competent mental health programs in California. She has been working at the state, county and federal levels to identify strategies to eliminate mental health disparities to racial ethnic populations. Her career expands 30 years in the public sector including social services, juvenile justice, children and youth mental health and 16 years as a state administrator. In 2002, she was honored with the CA Statewide Mental Health Cultural Competence Leadership Award and is recognized nationally as a leader in the field of mental health and cultural competency.

**Hugh F. Gouldthorpe, Jr., Senior Vice President of Quality & Communication, Owens&Minor**

Mr. Gouldthorpe's business card reads, "head cheerleader." His signature neckties say "high creative." And his smile and handshake say the rest! H. F. "Goldie" Gouldthorpe is a gifted motivational speaker, writer and teacher in leadership, sales, marketing, communications, customer service and total quality management. He shares his quality message with businesses, education, civic and government groups nationwide. Hugh is the driving force behind Owens&Minor's, the nation's largest supplier of branded medical and surgical supplies, unique and caring culture which focuses on people first and helping them succeed. He is the author of *I've Always Looked Up to Giraffes* and *How to Make a Giraffe Smile*, books that focus on leaders and organizations and many more articles "Hugh's Views" which can be found on the Owens&Minor website.

## **ABOUT THE PRESENTERS**

### **Olivia J. Garland, Ph.D., Vice President, Health Care Management, First Health Services Corporation**

Dr. Garland, Vice President, First Health Services, currently provides leadership and overall management for the Division of Health Care Management, which is the operations that provides Utilization Management of behavioral health and medical/surgical services, Long Term Care, Quality Assessment, Disease State Management and Case Management to Medicaid and Mental Health agencies across the nation. Over the past 10 years at First Health, Dr. Garland has held several executive level positions and has been responsible for driving and achieving customer satisfaction and achieving profit and loss attainment for First Health in the UM areas. Her diverse background in the public and private sector includes more than 23 years of senior healthcare related experience, including two years at Anthem/Trigon and 11 years with the VA Department of Mental Health Mental Retardation and Substance Abuse Services. She received her Masters and Doctorate degrees in Public Policy and Administration, and while at DMHMRSAS had responsibility for one of the largest employee groups in State Government.

### **Dr. D. J. Ida, Executive Director of National Asian American Pacific Islander Mental Health Association**

Dr. D. J. Ida has over thirty years experience working with the Asian American Pacific Islander communities. She has taken a leadership role in establishing numerous organizations and agencies including the Asian Pacific Development Center in 1980, a specialty mental health clinic in Denver and more recently the National Asian American Pacific Islander Mental Health Association, of which she now serves as Executive Director. Frequently asked to speak on cultural competency and mental health issues, Dr. Ida served as a peer reviewer for the 2001 Surgeon General's Report on Mental Health: Culture, Race and Ethnicity and helped write the subcommittee paper on Cultural Competency for the President's New Freedom Commission on Mental Health. She serves as the Principal Investigator for a DMHS funded Workforce Training project that developed the first national training curriculum on how to provide culturally competent services to Asian American Pacific Islanders.

### **Vivian H. Jackson, ACSW, Senior Policy Associate, National Center for Cultural Competence and National Technical Assistance Center for Children's Mental Health, Georgetown University Center for Child and Human Development, Georgetown University**

Mrs. Jackson provides technical assistance and consultation related to cultural and linguistic competence for the SAMHSA Child Mental Health Initiative. Her publications include *Cultural Competence in Managed Behavioral Health* and *Getting Started...Moving On: Planning, Implementing and Evaluating Cultural and Linguistic Competency for Comprehensive Community Mental Health Services for Children and Families*. Ms. Jackson is a member of the National Association of Social Workers' (NASW), National Committee on Racial and Ethnic Diversity and the NASW's Presidential Diversity Task Force. In these roles, she has been instrumental in the development of *Indicators for the NASW Standards for Cultural Competence in the Social Work Profession* and *Institutional Racism and the Social Work Profession: A Call for Action*.

### **Allen Lewis, Ph.D., CRC, Associate Professor and Interim Department Chair, Department of Rehabilitation Counseling, School of Allied Health Professions, Virginia Commonwealth University**

Dr. Allen Lewis is currently an Associate Professor and Interim Department Chair of the Department of Rehabilitation Counseling in the School of Allied Health Professions at Virginia Commonwealth University. His research foci are (1) the relationship between disability and culture as well as (2) the application of program evaluation methodologies in vocational rehabilitation contexts. He was formerly the Director of the Division of Research Informatics with the VCU Survey and Evaluation Research Laboratory and he has held a number of positions in Virginia, state and local agencies such as the Virginia Department of Health, the Virginia DMHMRSAS, and Richmond CSB.

## **ABOUT THE PRESENTERS**

### **Susan N. O'Neill, Curriculum Development Specialist, Institute on Community Integration, Research and Training Center on Community Living, University of Minnesota**

Susan O'Neill is a primary author, editor, and designer of the content and instructional design of the College of Direct Support. She has over 15 years experience as a direct support professional supporting people with ID/DD. Ms. O'Neill has also worked as a frontline supervisor, trainer, and peer mentor. Today, she remains a family member and advocate for persons receiving support and treatment for ID/DD, aging-related disabilities, and/or mental health disorders. Ms. O'Neill has extensive knowledge and background in workforce interventions designed to decrease worker turnover and improve worker competence. She is the primary author on CDS: Cultural Competence.

### **Deborah Roberts, Ph.D, Associate Professor, University of Virginia Weldon Cooper Center for Public Service**

Dr. Deborah Roberts is a professor in Leadership Development at the University of Virginia's Weldon Cooper Center for Public Service and is core faculty for the Senior Executive Institute and LEAD seminars. Her life's work is "Delivering on Democracy" by improving local and state government organizational performance to achieve the values of democracy. She has been working with DMHMRSAS central office and facilities leaders since March 2005 on the High Performance Organization model. Her past projects with the Commonwealth focused on government efficiency and accountability, government ethics and campaign reform, civil service reform, and intergovernmental relations. She works extensively with city managers and county executives nation-wide. She is the former director of two UVA graduate programs: Public Administration and Public Policy, and the Mid-Career Executive Program. She previously worked with the Brookings Institution and received her Ph.D. from the Maxwell School of Syracuse University.

### **Wendy Sokol, CEO of SOREO, and President-Elect for ANCOR, American Network of Community Options and Resources**

Wendy Sokol is the chief executive officer for SOREO In Home Support Services, L.L.C. in Tucson, Arizona. She is the principal and managing member of this innovative community-based support service for the elderly and people with disabilities. SOREO currently offers in home supports to approximately 650 people across three counties. Wendy has over 25 years experience in the design and provision of services to people with disabilities. She has experience in running both non-profit and for profit companies in Australia and the USA. Wendy currently is President Elect for the national provider association, American Network of Community Options and Resources, ANCOR. Wendy heads ANCOR's Performance Excellence sub-committee that is developing a national benchmarking system for home and community based services. She represents ANCOR on the CDS National Advisory Board. Wendy is Australian and in 1984 earned her Diploma in Science Psychology as post-graduate study to qualify for entrance into the Doctoral program at the University of Newcastle, N.S.W., Australia. Wendy has a B.A. in Psychology.

### **Gloria Westerman, Director, Educational Career Transitional Programs, Virginia Community College System**

Gloria Westerman is the Director of the Educational and Career Transitional Programs in the Workforce Development Services area of the Virginia Community College System (VCCS). In this role, Ms. Westerman is responsible for programs and initiatives such as Apprenticeship, Middle College, Bridges and the Career Readiness Certificate. Ms. Westerman came to Virginia from the North Carolina Community System with 15 years of experience working with transitional populations.

## **ABOUT THE PRESENTERS**

### **Blue Wooldridge, DPA, Professor, L. Douglas Wilder School of Government and Public Affairs, Virginia Commonwealth University**

Dr. Wooldridge is a Fellow, National Academy of Public Administration and Professor and a member of the Graduate Faculty, L. Douglas Wilder School of Government and Public Affairs, Virginia Commonwealth University (VCU). Previous experiences include: Extension Professor at the Institute of Public Service International, the University of Connecticut; Director of the Graduate Program in Urban Affairs (Northern Virginia), Virginia Polytechnic Institute and State University; Director of the Urban Management Curriculum Development Project and Training Associate, with the National Training and Development Service; Coordinator of Federal Programs, and Budget Analyst, U.S. Virgin Islands; and Peace Corps Volunteer, Senior Science Master in secondary schools in Nigeria. Professor Wooldridge has conducted research and training in such topics as: public budgeting, strategic planning, workforce diversity, performance measurement, financial management, revenue and cash management, productivity improvement, program management, team building, policy/program analysis and implementation and the training of trainers.

### **Ms. Sadie Spence, Registered Nurse, Western State Hospital**

### **Ms. Celeen Robinson-Walsh, Registered Nurse, Western State Hospital**

### **Ms. Hamnet Dixon, Registered Nurse, Western State Hospital**

Ms. Spence, Ms. Robinson-Walsh, and Ms. Dixon are from Jamaica and were a part of the DMHMRSAS International RN Recruitment Program. They have been in the United States for two years and employed at Western State Hospital in Staunton, Virginia.

### **Mr. Charles Adu-Gyamfi, Psychiatric Technician II, Northern Virginia Mental Health Institute (NVMHI)**

Mr. Adu-Gyamfi has worked for NVMHI since 2000 as a Psychiatric Technician II and is originally from Ghana. Prior to coming to the United States, he worked in a psychiatric facility for 5 years in Ghana. Mr. Adu-Gyamfi is a person of faith and has the equivalency of an A.A.S. in Geography from Ghana.

### **Mr. Victor Appiah, Psychiatric Technician II, Northern Virginia Mental Health Institute (NVMHI)**

Mr. Appiah has worked for NVMHI since 1999 as a Psychiatric Technician II and is originally from Ghana and received a B.A. in Sociology with a minor in Psychology from the University of Ghana. Prior to coming to the United States, he worked at the University Hospital in Ghana as a Psychiatric Technician.

### **Ms. Tsigereda Ghebretinsae, Direct Services Associate II, Medication Aide, Northern Virginia Training Center**

Tsigereda Ghebretinsae has worked at NVTC since 2001. She has worked as a direct care professional for 6 years and has recently been promoted to a Medication Technician. Tsigereda is originally from Eritrea and grew up and studied nursing in Asmara the capital city of Eritrea. She was a nurse on the battlefield for two years. Tsigereda Ghebretinsae came to the USA in 1988 and enjoys helping people. She brings a wonderful sense of style and elegance to home 8C and has really helped to make it a much more beautiful home.

### **Mr. Sidi Sheriff, Program Administration Specialist I, Roving Team Leader, Northern Virginia Training Center**

Sidi Ibrahim Sheriff has worked at NVTC since 1993. He has worked in various direct care professional roles from Direct Care Professional, Medication Technician, Shift Supervisor, Team Leader, and his current position as Roving Program Manager. Sidi is originally from Sierra Leone and holds a B.A. degree from Fourah Bay College, The University of Sierra Leone, majoring in Sociology and Philosophy. In Sierra Leone he worked as a Public Relations Officer for an insurance company. During his High School days, Sidi worked as a live-in volunteer at a Roman Catholic Mission for treatment of children with Polio.